

**2011 WorldSkills Australia School / College
Retail Competition
RET11/5 Marking Scale**

COMPETITOR NAME: _____

COMPETITOR REGION: _____

MARKING SUMMARY

SECTION		POSSIBLE MARK	ACTUAL MARK
1	The Sales Role	10	
2	Career Paths	5	
3	Selling Skills	40	
4	Retail Maths	5	
5	Stock Control	5	
6	Merchandising	10	
7	Customer Service	10	
8	Occupational Health & Safety	5	
9	Presentation	10	
	TOTAL	100	

Note: All marks are to be taken to two (2) decimal points and NOT rounded off.

Signed Chief Judge

Signed Auditing Judge

I certify that the assessment results have been achieved in accordance with the
WorldSkills Australia Operational Guidelines

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MARKING SCALE

SECTION	TITLE	METHOD	MARK	COMMENTS
1	THE SALES ROLE <i>Identify the role of the sales person.</i>	Written Exercise	10	
2	CAREER PATHS <i>Explanation in interview situation.</i>	Verbal Exercise	5	
3A	SELLING SKILLS <i>Demonstrate different methods of approaching a customer.</i>	Role Play	5	
3B	SELLING SKILLS <i>Ascertain customer needs by gathering information.</i>	Role Play	5	
3C	SELLING SKILLS <i>Suggest alternatives where customer is uncertain.</i>	Role Play	5	
3D	SELLING SKILLS <i>Explain the features and benefits to the customer.</i>	Role Play	5	
3E	SELLING SKILLS <i>Handle customer objections.</i>	Role Play	5	

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SECTION	TITLE	METHOD	MARK	COMMENTS
3F	SELLING SKILLS <i>Close the sale.</i>	Role Play Written Exercise	10	
3G	SELLING SKILLS <i>Demonstrate add on sales technique.</i>	Role Play	5	
4	RETAIL MATHS <i>Perform calculations involving percentages in retail situations.</i>	Short Maths Test	5	<i>calculator with % button can be used</i>
5	STOCK CONTROL <i>Trace the steps involved in receiving stock.</i>	Written Exercise	5	
6A	MERCHANDISING <i>Draw a floor plan of a retail establishment showing traffic flow.</i>	Written Exercise	5	
6B	MERCHANDISING <i>Select merchandise for a display and set up at counter.</i>	Demonstration	5	
7A	CUSTOMER SERVICE <i>Relay information to customers regarding the facilities and services of the enterprise.</i>	Role Play	5	

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SECTION	TITLE	METHOD	MARK	COMMENTS
7B	CUSTOMER SERVICE <i>Deal with a customer complaint.</i>	Role Play	5	
8	OH&S <i>Outline the legal requirements covering OH&S</i>	Written Exercise	5	
9	PRESENTATION / COMM <i>Present a professional image, clothing, make-up, hair etc and a happy demeanour.</i>	Demonstration	10	
TOTAL			100	